"A STUDY OF CONSUMER SATISFACTION REGARDING SERVICES PROVIDED BY RELIANCE JIO IN MARTHWADA REGION"

A

RESEARCH PROPOSAL

SUBMITTED TO THE

SWAMI RAMANAND TEERTH MARATHWADA UNIVARSITY, NANDED.

FOR AWARD OF THE

DEGREE OF DOCTOR OF PHOLOSHOPY IN

COMMERCE

UNDER THE FACULTY OF COMMERCE AND MANAGEMENT

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1. Introduction

The Indian telecom industry is the second largest telecom sector in the entire world. Reliance Jio Infocomm Ltd popularly known as Jio it is an Indian mobile network operator launched commercially on September 5, 2016. Owned by Reliance Indus- tries, the entry of Jio revolutionized the telecommunication sector. Jio High Speed Internet service is the fourth Generation (4G) mobile technology that enables the delivery of high-speed internet services. It uses voice over LTE to provide voice service on its Services LTE refers to Long Term Evolution of telecom technology that enables High Definition voice and high-speed internet access. In the present scenario, the competition among businesses operating in the telecom industry of India has become very intense, and now it has become very complicated for companies to sustain in the marketplace. Currently, India has been recognized as the second largest and the most potential communication sector in the world It can be expressed that a substantial number of the subscriber base of 1.19 Billion is the critical factor which has contributed to such rapid growth and development of the Indian Telecommunication industry. Over the past decade, the nation has witnessed drastic changes and growth on telecomsector and at the same time, the telecom sector has contributed a lot to the overall development of India's GDP.

Apart from this, strong demand from customers is also a critical factor which is contributing to long-term growth and sustainability of the telecommunication industry of India changer in the whole market, and its entry has adversely affected the sales, profits, market share and customer base of the existing market players such as Airtel, Idea, Vodafone and BSNL. The services offered by Reliance Jio are innovative, high satisfactory and at the same time, the brand has employed a low price strategy. Reliance Jio Infocomm Limited, known as Jio, is an Indian mobile network operator. Owned by Reliance Industries and headquartered in Mumbai,

Maharashtra, it operates a national LTE network with coverage across all 22 telecom circles. Jio does not have 2G or 3G service, and instead uses voice over LTE to provide voice service on its Services

The launch of Reliance Jio has caused a revolution in the telecom industry. Now, Jio claims to be the world's largest data network, based on mobile data consumption. Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Now a day's customers are more conscious. Customers have keen observation towards the product brands, because from this they get great satisfaction more than benefits. The importance of this study is to make research on customer's views, satisfaction and problems regarding JIO India are one of the world's largest telecom markets which are particularly in the field of mobile internet due to the highest population and development. The present study focuses on reliance Jio network which was launched at December 27.2015. It is a long-term evolution mobile network operator in India, financial services, government citizen interfaces and entertainment are the mostly benefited by Jio. Although the customers are availing Jio services, still other network services are still in use as a second number by many of Jio users. If reliance Jio fails to give the full satisfaction to its customers, it is difficult to sustain its image in the long run. Hence the study is undertaken for the purpose of analyzing the satisfaction level towards the customer of Jio Services.

2. Review of literature

2.1 B tech aerospace (2016): Study report title Reliance Jio infocomm limited in this report research has studied impact of Jio launch on citizen and economy of Indian telecom industry pestle analysis was used promotional strategies PM Modi on Jio ad campaign apps owned by Jio products and services and future projects.

2.2 The researchershub (2019): Title to identify the overall impact of Jio on the telecom industry in India study on Reliance Jio in this research paper researcher has studied situation of the Indian telecom industry the key attributes in the business model of the Reliance Jio the ways in which Reliance Jio has affected other players in the telecommunication industry of India and he recommended ways through which you can become leader in the Indian telecom sector.

2.3 Dr. Gowthamichaintala(2017): Analyzed the customers satisfaction towards telecommunication service providera study on reliance Jio is to know the satisfaction level of the customers. The gender wise analyses of the customerssatisfaction is conclude that there is no difference in the opinion of male and female respondents on the satisfactionlevel towards the service provided by the Jio service.

2.4 K.R. Mahalaxmi and N. Suresh Kumar (2017): Studied on service quality and its impact on customer'spreference and satisfaction towards Jio in trichy region focus on to the service quality and satisfaction level of Jio.This study reveals that people with age group up to 35 were 78 percent users of reliance Jio. The advertisement hasmotivated most of the customers to prefer this Service.

2.5 Saumya Stephen (2018):Research paper titled a study on customer satisfaction towards Jio SIM in this paper a researcher has started customer satisfaction about Jio sim services and made comparative study of Reliance Jio SIM with other company sim he has analysed customer satisfaction by way of structured questionnaire research has also studied the problems related to Jio sim services this present study is limited for Jio SIM service only.

2.6 Bhagat (2018): Titled study of customer satisfaction towards various telecom cell phone services providers here a researcher has studied the concept of customer relationship management of telecom service providers satisfaction level of respondents towards service given by service providers was more than female response the level of satisfaction of the respondents towards Jio service is more followed by Vodafone Idea then Airtel BSNL main expectation is to get better services at low cost telecom service providers are well aware about the need to retain the customers further suggested that the telecom service providers can work on different customized packages for students businessman professionals housewives to serve their specific requirements.

3. Objectives of Study

1. To study the problems related to services of Reliance Jio.
2. To study the satisfaction level of consumers of services provided by Reliance Jio
3. To study the determinants of consumer satisfaction.
4. To study the reasons of buying the Reliance Jio services.
5. To study the future expectations from service provider.

4. Need and Importance of Study

The present study is having a great significant it is going to study that how Jio network is playing an important role in telecommunication industry and contributing significantly in nation building in Gross Domestic Product as a factor of service industry sector. It has been identified that there are limited studies, research papers conducted on Reliance Jio network services however most of the recent studies focusing on providing the overview of telecommunication industry in India. This present research work focuses on customer satisfaction related to services provided by Reliance Jio Services. The entry of Reliance Jio network in the telecommunication sector has affected on the sales and profitability of other players such as Airtel, Idea, Vodafone, and BSNL. This research is going to study satisfaction level of customers comparing services with other network future expectations of customers from Jio and identify the reason of buying it.

5. Hypothesis of study

H_0: Consumers are not satisfied with the services provided by Reliance Jio.

H_1: Consumers are satisfied with the services provided by Reliance Jio.

H_0: There are no problems related to services provided by Reliance Jio.

H_1: There are problems related to services provided by Reliance Jio.

H0: There is no response of buying Reliance Jio services due to hike in recharge plan.

H1: There is huge response of buying Reliance Jio services due to free of charge Services at initial stage.

6. Research methodology

The present study is based on both primary and secondary data the primary data has been collected through a structured questionnaire and the secondary data which has been collected from the Books, Websites Magazines, Research paper, Articles, Journal, Newspaper, Periodicals and Unpublished data.

7. Sampling

Sampling is an elementary tool to gather information about a given problem for from a definite portion of an entire population instead of measuring every member of the population. A proper sampling technique may have great effect on the authenticity of outcome of research. In this research study the technique of Purposive Non- random Sampling technique has been used to collect the data. The selected respondents will be both male and female the total population of sample will be 400 respondents. The Marathwada region consists of eight districts namely Aurangabad, Jalna, Beed, Usmnabad, Latur, Nanded, Parbhani, Hingoli. To study all these eight districts will be selected. Researcher is going to select 50% respondents from rural area and remaining 50% from urban area.

- **Simple procedure**

50 Respondents from each district of Marathwada region have been selected for this study.

- **Geographical Area Covered**

The geographical coverage is restricting of eight districts of Marathwada region namely Aurangabad, Jalna, Beed, Usmnabad, Latur, Nanded, Parbhani, Hingoli.

- **Period of study**

The present study covers a period of eight years. Primary data will be collected for a period of one year (i.e. from June 2022 to July 2023).

5. Scope and Limitation of Study

The study will attempt to study the level of customer satisfaction towards reliance Jio services. The study will restrict all the eight districts of Marathwada region and related for the period of eight years since the incorporation of reliance Jio network till 2024. There is limitation of sampling respondents as researcher is going to select respondents from eight cities of Marathwada region namely Aurangabad, Jalna, Beed, Usmnabad, Latur, Nanded, Parbhani, Hingoli, because Reliance Jio has spread across the world so, to study it whole required maximum expenditure and much time therefore researcher has decided Marathwada region as representative area.

9. Proposed Chapter Layout

1. Introduction
2. Review of Literature
3. Research Methodology
4. Study Area Profile
5. Analysis and Interpretation of Data
6. Conclusion Finding and Suggestion

10. References

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